



Disney News

OFFICIAL MAGAZINE FOR MAGIC KINGDOM CLUB FAMILIES

SUMMER 1969



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OUR COVER: Disneyland's authentic Paddlewheel Steamboat **Mark Twain** takes on a romantic glitter at nighttime with its lights shimmering on the Rivers of America and "Fantasy in the Sky" for a backdrop. The old-fashioned stern-wheeler with her decks alive with Dixieland jazz provides a magical journey into the past as it circles Tom Sawyer's Island in Frontierland.



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Don't Tell A Living Soul.

Disneyland's most asked-for adventure, the "Haunted Mansion" will open this year along with the greatest line-up of Summer entertainment in Park history.

To be completed in late summer, the "Haunted Mansion" will be Disneyland's most frightfully entertaining adventure.

It will be furnished with ectoplastic ghosts, mischievous spirits, and happy spooks from all over the world.

Walt Disney and his staff at WED Enterprises Inc. began designing the Mansion more than 10 years ago.

Researching haunted homes and castles, supernatural occurrences, and psychic phenomena, the designers are creating a spine-chilling atmosphere to attract happy haunters.

The Disney-developed "Audio-Animatronics" system will be used to bring ghosts "to life" while newly discovered "Illusioneering" techniques will make the spirit world hauntingly real.

Demonized doors, elastic rooms, floating furniture and a perpetual levitation system are being installed.

Permanent residents will include 999 ghosts, banshees, zombies, and humorous haunts of every description.

A Ghost Host will lead the way through delightfully dreary labyrinths past phantom dancers, marblefaced singers, a ghostly seance, howling dogs, headless knights, and other amusing apparitions.

The "Haunted Mansion" will be Disneyland's 53rd major adventure compared to 22 when the Park was opened in 1955. All of the attractions were designed by WED Enterprises, the Disney architectural, engineering, research, and development firm.

Since its opening, Disneyland's capital investment has grown from \$17 million to more than \$110 million with the completion of this year's projects.

After 10 years of research,
the "Magic Kingdom" proudly presents
the most frightfully entertaining
adventure of all.

But The Haunted Mansion Is About To Open!

More than 77 million guests have visited the Park since the opening — 9.4 million last year.

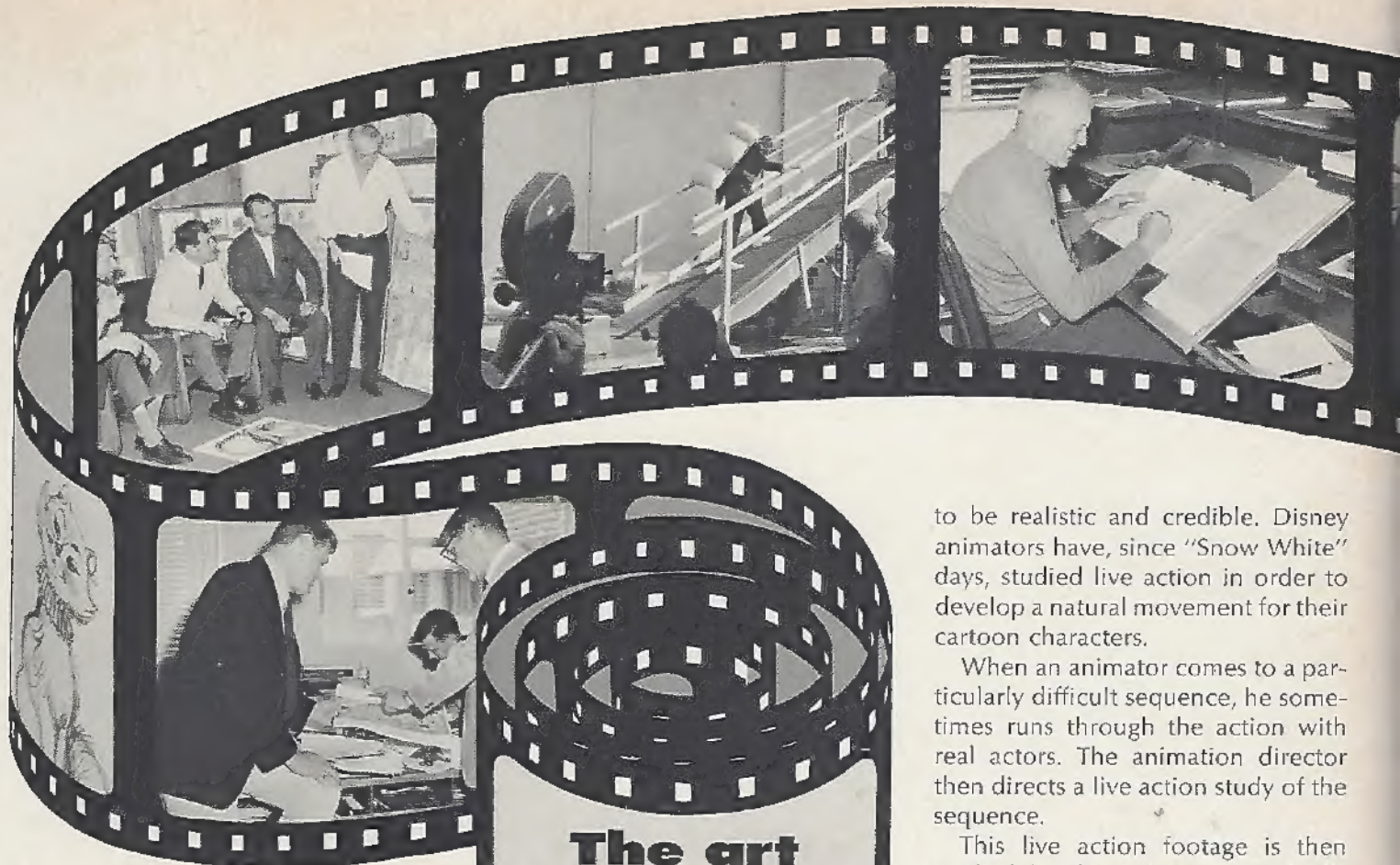
Top stars of television, records and motion pictures, musical groups of every kind, nightly fireworks spectacles, and colorful parades will be featured daily as part of a \$1.5-million Summer entertainment line-up.

Beginning June 21, the "Magic Kingdom" will be open daily from 8 a.m. to midnight.

Summer 1969 will also introduce a new fleet of monorail trains of the Disneyland-Alweg Monorail system providing increased comfort and convenience with enlarged monorail stations in Tomorrowland and at the Disneyland Hotel.

New five-car trains will be equipped with super-soft air suspension, aero-designed bodies, foam rubber seats, panoramic windows, and new convenience seating arrangement. 🐻





The art of Disney animation part 1

The making of an animated-cartoon feature is no laughing matter.

It takes approximately 300 highly skilled artists working steadily for three years to produce one cartoon of feature length.

In any film, the story comes first. It is usually purchased outside the studio and turned over to a story man who is assigned the monumental task of adapting it, not only for the screen, but to the cartoon medium as well.

COMIC STRIP

The script for a cartoon closely resembles a huge comic strip. The plot is laid out in a series of 5" by 6" pencil sketches, which are tacked up in sequence on bulletin boards with dialogue printed below each drawing. Once these storyboards are completed, the director calls a conference with the story man, the animators, layout men, background artists, and musicians assigned to this show. Decisions and revisions are made.

Naturally, no one man or small group of men could draw the two million or more individual drawings needed for a picture. The only man who can follow a production from beginning to end is the director. His

biggest job is timing and co-ordinating all the elements that go to make up the finished product:—story, action, dialogue, color, sound and music. His chief concern is with the total effect.

The animator does not begin to draw a sequence of action until the characters are set, the background layouts finished and the dialogue, sound effects and music recorded. The animator must watch the layouts carefully so that his characters register to the background and work naturally around such stationary objects in the scene as trees, buildings, and furniture.

REALISTIC

Animation in the Disney tradition, historically, is one that is considered

to be realistic and credible. Disney animators have, since "Snow White" days, studied live action in order to develop a natural movement for their cartoon characters.

When an animator comes to a particularly difficult sequence, he sometimes runs through the action with real actors. The animation director then directs a live action study of the sequence.

This live action footage is then studied by the animators to duplicate natural movement.

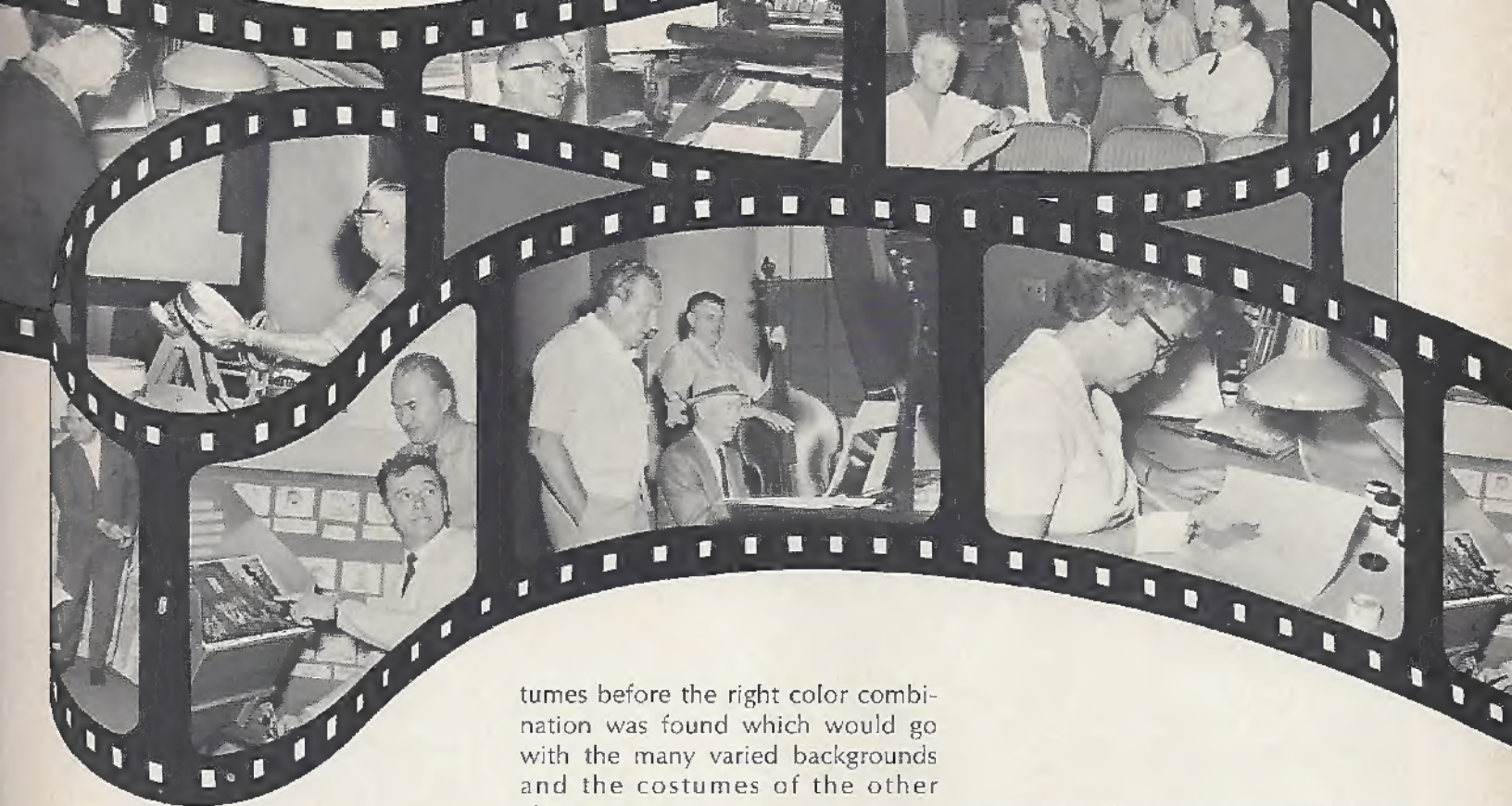
In "Aristocrats," new full-length cartoon feature, was a sequence in which the old lawyer, M. Hautecour, nearly falls down backwards while going up the stairs and a prissy butler comes to his rescue.

The animation crew spent nearly two days rehearsing and shooting this action. Playing the part of the lawyer was Wally Boag from Disneyland's Golden Horseshoe Revue. Dal McKennon stood in for the butler.

BODY ACTION

After the dialogue track is recorded, it is analyzed and a chart prepared to show in terms of single frames of film, the length of each word, the intervals between words, the vowel and consonant sounds, accents, inhalations, and exhalations. The animator draws from this pattern. If the character says "hello," for instance, and the chart indicates that this word requires eight frames of film, the animator must produce eight drawings in sequence moving the lips of the character to form the word, plus whatever bodily action is deemed necessary to make the character come alive on the screen.

A camera photographs the first series of pencil sketches and sends back a film strip in black-and-white



to animator and director. They then screen it for smoothness of action and proper expression.

"CELS"

When approved, the original drawings go to the Xerox Department. In about six steps, each pencil sketch is electro-magnetically photograph-printed with sharp black lines onto a transparent celluloid—"cels"—measuring 14 by 16 inches.

Although many people have worked on the picture thus far, the figures of the Disney characters are always consistent in their delineation because each person drawing them has the character model sheet with different poses of the character on it before him.

After the "cels" are Xeroxed, they move to the Paint Department. A full production staff requires about 200 girls who apply the specific colors on the reverse side of the cel within the Xerox lines. It is really their work that you see on the screen. The coloring throughout the picture is kept uniform by conformity color charts on each girl's board.

For instance, the witch in "Snow White" had twelve different cos-

tumes before the right color combination was found which would go with the many varied backgrounds and the costumes of the other characters.

The studio cannot get commercial paint fine and brilliant enough for its uses and therefore manufactures it in the studio paint laboratories—more than 1,000 original colors in all, formulated by a professional staff chemist.

OVERLAY PROCESS

After a scene is painted, the cels are packaged and sent with the background to the animation cameras. If the background does not change throughout a scene, it is the base for many cels, or frames. The cels are changed on every shot. The picture is photographed by a multiplane production camera which is an enormous machine supported by four steel cylindrical posts about 15 feet high. The actual shooting camera is suspended from the top. Several glass levels, on which "overlay" cels are placed, are bolted in place between the camera above and the background painting at the bottom. These levels give certain scenes a three dimensional quality, with depth and perspective for landscapes and for "dolly" in and out of situations.

Music and sound effects must be coordinated with the action. The Disney studio employs several musical conductors, some of whom also

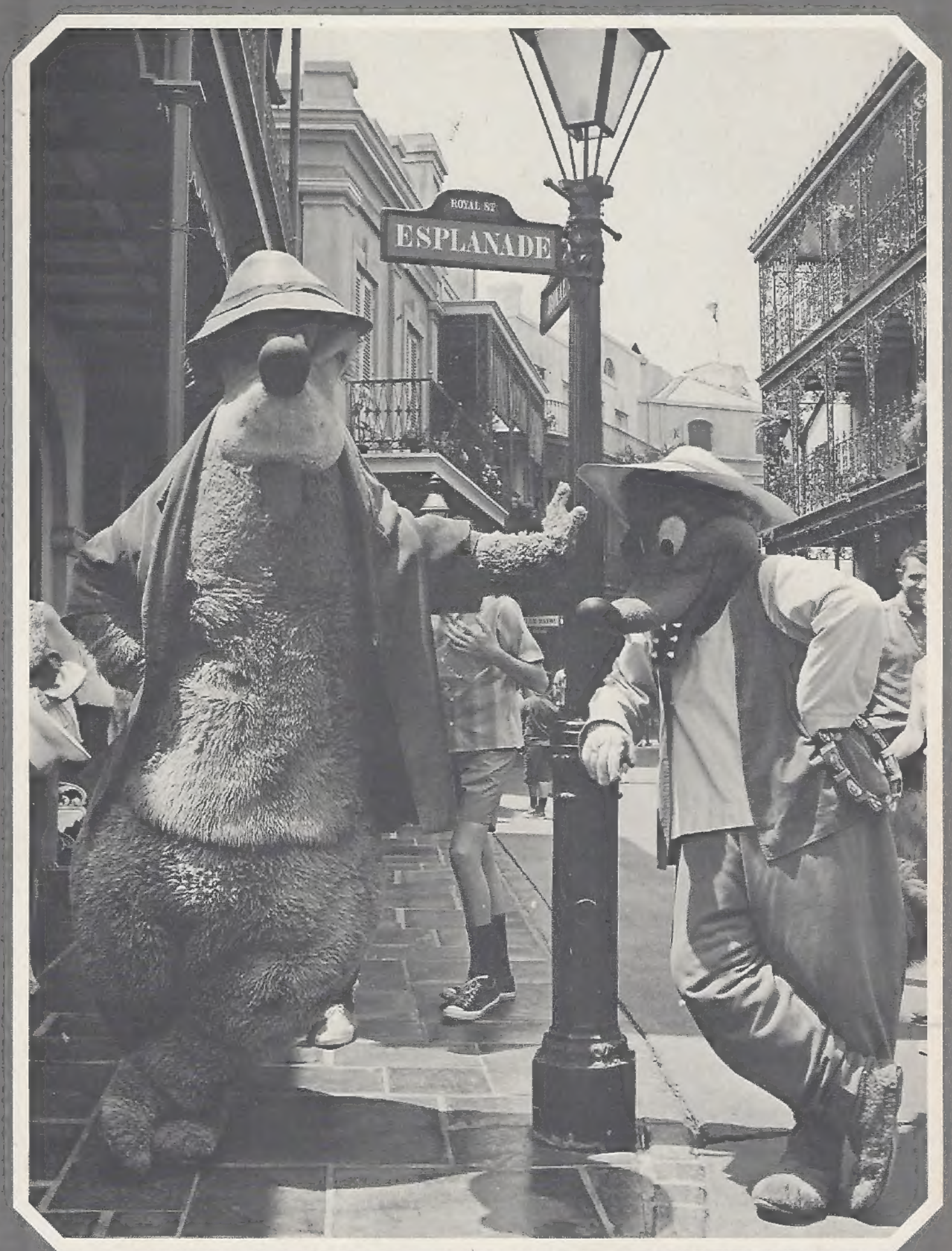
compose. They are supported by a staff of music copyists and arrangers. The music score for the picture is "in work" while the picture is being sketched. Creating the correct mood is the simplest part; but, making the musical beat fit the action—and still retain correct musical form—is very difficult. Consequently, the music, while still in the piano stage, is revised and revised, especially if the animation is changed from time to time.

FULL ORCHESTRA

A full orchestra is engaged for recording only when the score is finished. This is seldom changed, production costs being too great.

Upon completion of photography, the individual scenes are spliced together and synchronized with the re-recorded sound track, containing dialogue, sound effects and music. Once checked and approved, the picture and track are then sent to a color lab for the final processing of prints to be projected in movie theatres throughout the world.

(How background information for cartoons is gathered, researched, and authenticated for directors is the subject of "The Art of Disney Animation—Part II" in the Fall issue of DISNEY NEWS). 🐻



THE Characters

More than 30 larger-than-life Disney "movie stars" will be strolling through Disneyland this summer in the greatest talent array in the history of the Magic Kingdom.

For the millions of children who visit Disneyland, the most exciting adventure in the "Magic Kingdom" is the opportunity to meet one of the 30 larger-than-life Disney characters who will be strolling, dancing and marching throughout the Park this summer.

Several years ago, Disneyland was "home" for only two of these life-size costumed characters — Mickey and Minnie Mouse. (According to **National Geographic** Mickey Mouse is "history's most influential mouse.") But as their popularity grew with young and old alike at the "Magic Kingdom" — just as their appeal had spanned continents and language barriers through 40 years of cartoon motion pictures — the demand for Mickey and Minnie as photo subjects has resulted in the creation of full-grown versions of their friends for Summer '69.

That canine couple Goofy and Pluto, the only dogs allowed in Disneyland, seem to cause more than their share of mischief in their Fantasyland realm. Pluto enjoys life whatever happens, while Goofy's long nose is matched only by the size

of his feet.

Probably the most lovable group in Fantasyland is Snow White and the Seven Dwarfs. Doc, Dopey, Sneezy, Sleepy, Bashful, Happy, and Grumpy are all favorites from Walt Disney's Academy Award winning "Snow White and the Seven Dwarfs."

One of the several Disney characters who has a ride named after him, Peter Pan often can be found in the company of his Never-Never Land rival, Captain Hook. At 9:00 P.M. every single night during the summer, Peter's pixie friend, Tinker Bell, flies over the "Magic Kingdom" to ignite "Fantasy in the Sky."

The Big Bad Wolf seems menacing only to the Three Little Pigs, while everyone else seems to enjoy his amusing antics.

Pinocchio, the wooden son of Geppetto, manages to keep his nose to a decent length by telling the truth, but he must remain wary of Gideon the Cat and Foulfellow the Fox. These wayward and carefree characters were the ones who originally caused Pinocchio's deviation from the straight and narrow.

Beautiful Alice of Wonderland

usually can be found in the company of two other Disney characters, the White Rabbit and the Mad Hatter, in the vicinity of the Alice ride in Fantasyland. The absent-minded Rabbit, who had trouble remembering to be on time, appears to recall that Disneyland is a place only for pleasure. The Mad Hatter's massive hat seems to sway perilously in the breeze, while little children reach up to tweak his not-so-inconsiderable nose.

Winnie the Pooh and his friends are the newest of characters in the park. Taken from Walt Disney's movie, "Winnie the Pooh and the Blustery day," these furry creatures are about the most cuddlesome things in the "Magic Kingdom."

That is the line-up of fiction-made-fact entertainers who will be on hand this summer. All these come-to-life versions of favorite "movie stars" are ready to entertain and perform for Disneyland guests.

It's all part of "The Happiest Show on Earth" — the biggest summer line-up of performing live entertainment ever to appear at the "Happiest Place on Earth" — Disneyland. 🐻

Brer Fox meets old friend Brer Bear on the corner of Esplanade and Royal Street in New Orleans Square. They are only two of the more than 30 Disney characters who regularly stroll through the "Magic Kingdom" meeting guests.

THE CAROUSEL

around and around and around...

... a peaked canopy with flying banners — six dozen steeds ... each frozen in his own individual stance of frenzied excitement ... "Mommy, it's not moving! Will it go again?" ... one bell: get ready ... "Oh, of course, it'll go again. You just watch!!" ... an "A" ticket to ride through fantasy — a land that never was, but always will be ... "Can I ride now?" ... a dark-haired princess, her sire at her side as

Regent, anticipates the journey with wide eyes ... two bells: "It's moving!!" ... Grandfather's shiny black mount slowly begins to move him back astride similar stallions when he — and the century — were new ... "The Skater's Waltz" with an extra serving of "oom-pa-pa" ... a young knight, his lollipop-lance forgotten, flushes with adventure as his vanilla charger continues the futile chase ...

"Hi, Georgie! Hold on tight!" ... the sneer of the snare drum patronizes the vibrato-less melody ... a gridiron hero hugs a fabric Pluto while his knuckles whiten around the brass pole ... "oom-pa-pa, oom-pa-pa, oom-pa-pa" ... sign: Children under 6 must be accompanied by an adult. ("Good, that's my excuse!") ... "Never mind, Bill, I'll take Timmy; you stay with the baby" ... the princess smiles at her sire, but the possibility of being thrown erases it quickly ... a new tune: "Over the Waves" ... four licorice horses, four chocolate ones, four gingerbread ones — and so on ... rise and fall ... up and down ... "oom-pa-pa, oom-pa-pa, oom-pa-pa" ... and the world passes in review. 🐭



President Richard Nixon presents Mrs. Walt Disney with Congress-approved gold medal honoring her husband.



COMMEMORATIVE GOLD MEDAL

In a ceremony at 11:00 a.m., March 25, in the East Room of the White House, President Richard M. Nixon presented to Mrs. Walt Disney a commemorative gold medal, authorized by Congress and struck by the U.S. Mint in Philadelphia. The medal honors the late Walt Disney.

Authorized under Public Law 90-316 (90th Congress, H.J. Res. 1234), the gold medal was sponsored in the House of Representatives by Congressmen Del Clawson, Robert Wilson and Richard Hanna. In the Senate, the Resolution was introduced by Senator George L. Murphy and co-sponsored by 52 other senators.

The Joint Resolution states, in part:

"That, in recognition of the distinguished public service and outstanding contributions to the United States and to the world, the President of the United States is authorized to present in the name of the people . . . and . . . of the Congress to the widow of the late Walt Disney a gold medal, with suitable emblems, devices, and inscriptions to be determined by Walt Disney Productions with the approval of the Secretary of the Treasury." Accompanying Mrs. Walt Disney to the White House for the ceremony

were seventeen other members of the Disney family. These included Roy O. Disney, Walt Disney's brother and co-founder of the Disney organization, and his wife, Edna; Walt Disney's two daughters, Mrs. Sharon Disney Brown and Mrs. Diane Disney Miller, who was accompanied by her husband, Ron, Vice President and Executive Producer at Walt Disney Productions, and their six children; Roy E. Disney, film producer and son of Roy O., with his wife, Patty, and their four children.

Also authorized by the Joint Resolution are 100,000 duplicate copies of the commemorative medal in bronze, to be struck by the Treasury for the California Institute of the Arts for use in their fund raising program. The cost of the medal and replicas will be borne by the school.

Walt Disney, who was instrumental in the formation in 1961 of California Institute of the Arts, felt that a professional-level school for all of the creative and performing arts was badly needed. As he envisioned it, Cal Arts will be comprised of five professional schools—art, design, music, film, and theatre and dance, together with a school of general studies, to provide a climate of interaction among the various art forms. The concept of the school is to revive the ancient ideal of a "community of the arts."

Recently, the Institute announced a \$54 million development program to fund the construction of a new campus in Valencia, California, to help defray annual expanding expenses through 1974, and to provide an initial endowment fund for scholarship and instruction. The new campus is expected to commence operation in October, 1970.

In addition to a substantial endowment from Walt Disney's estate, the Institute has received a gift of \$5 million from the Walt Disney Foundation, bringing the sum of contributions and commitments to date to \$13,518,000 or approximately 25 percent of the school's objective.

The commemorative gold medal was designed by C. Robert Moore of Walt Disney Productions, who also designed the Walt Disney commemorative 6c stamp, which was issued by the United States Post Office

Disney family members pose for photographers outside White House state dining room following President Nixon's gold medal presentation.



Summer at Disneyland

... MULTI-COLORED LIGHTS DANCING
ACROSS THE FACE OF SLEEPING BEAUTY CASTLE
... FIREWORKS LIGHTING UP THE NIGHTTIME SKY
... THROBBING MUSIC PIERCING THE EVENING STILL
... TWINKLING STREET LAMPS ILLUMINATING
AN 1890 THOROUGHFARE
... THAT IS THE EXCITEMENT AND
ENTERTAINMENT THAT IS DISNEYLAND
AFTER DARK DURING SUMMER '69.

During this summer Disneyland becomes two distinct worlds: a fun-filled wonderland for the young of all ages by day, and a romantic extravaganza of color especially for grown-ups at night.

The "Magic Kingdom's" daytime fun and adventures take on an entirely new feeling when the sun goes down. And this summer, special tal-





Disneyland

"THE HAPPIEST PLACE ON EARTH"

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ent and entertainment will make every night at Disneyland exciting and different. Starting June 23, Disneyland will present ON STAGE U.S.A. every Monday through Friday at the Tomorrowland Stage featuring the top names in night-time entertainment. Country and Western Music will be added to Disneyland's many adventures and attractions on Sunday as the "Magic Kingdom" presents COUNTRY MUSIC JUBILEE. On Saturdays the rocking "now" sounds take over the Tomorrowland Stage with name attractions singing their most famous songs.

And every night the "Magic King-

dom" will feature such Disneyland regulars as the Royal Street Bachelors, the Delta Ramblers, the Blue Bayou Strings, the Banjo Kings and the Royal Tahitians.

And as an added feature, every day the "Magic Kingdom" will present a series of marching shows, starting the most colorful and humorous Disney characters ever created. Marching from "IT'S A SMALL WORLD" through MAIN STREET, U.S.A., the show will feature such unforgettable characters as Snow White and the Seven Dwarfs, Peter Pan, Pinocchio, Winnie the Pooh, Alice in Wonderland, Goofy and Pluto.

Promptly at 9:00 Tinker Bell, poised momentarily atop the Matterhorn Mountain will step into space and fly across the Magic Kingdom igniting "Fantasy in the Sky." This year, Disneyland will explode its newly developed Colorama Fireworks, a brilliant, bursting "shower of color."

Truly this summer will be an entertainment masterpiece at Disneyland, as the ever-popular rides and attractions combine with the new "Fantasy in the Sky" fireworks show and the million dollar talent line-up to present a magical mixture of music and merriment for all. 🍌



MICKEY MOUSE

FIRST CARTOON CHARACTER ON MOON



(ED. NOTE—The following Story is reprinted from the Navy Times with permission of the United States Navy.)

Imagine two Navy senior officers charged with the weighty responsibilities of leadership, organization and decision standing before a gathering of junior officers. Imagine one of these two officers pulling up his coat sleeve and saying:

"Oh, by the way, Gene, did I show you my Mickey Mouse watch? Look, it really works. As a matter of fact, I got you one, too."

Believe it or not, this bit happened during the 1968 Christmas season at the Naval Air Station, home of the Blue Angels, the Navy flight demonstration team. The two officers were Comdr. Bill V. Wheat, officer-in-charge of the Blue Angels, and astronaut Comdr. Gene Cernan, who will wear an honest-to-goodness Mickey Mouse ticker on his moon trip in Apollo 10 this spring.

The watch, obtained from Disneyland, is keeping perfect time, according to Wheat. Cernan's watch also came from Disneyland, and

there is no doubt among Blue Angel pilots that the watch will perform equally well with the rest of Cernan's space hardware on the moon.

Aside from the humorous aspects of two Navy officers wearing Mickey Mouse watches as they go about their serious business, it also is a tribute to the late Walt Disney, famed cartoonist who created Mickey and his sidekicks.

Disney devoted part of his dreaming to the future. In Disneyland's Tomorrowland, there is a simulated trip to the moon, and now Cernan will be making the trip for real, making this part of Tomorrowland part of the present.

And Little Mickey Mouse, who recently celebrated his 40th birthday, will be riding with him.

If Cernan's watch is as accurate as Wheat's, such presentations could conceivably become part of military tradition. Could you imagine, for instance, the President presenting Mickey Mouse watches to the Joint Chiefs of Staff or to the Chief of Naval Operations? 🐭

Cavalcade of Disney TO TRAVEL AMERICA

"Cavalcade of Disney," a totally new dimension in entertainment for arenas, will be co-produced late this year by the National Broadcasting Company and Walt Disney Productions.

Announcement of plans for the first North American tour of the traveling spectacular was made recently by Gerald Adler, President, NBC Enterprises Division, and E. Cardon Walker, Disney's Executive Vice President.

They described the unique show medium as a "three-dimensional combination of a Disney family motion picture and television show, presented in person by live performers in lavish production numbers."

Adler said: "Its uniqueness stems from mixing the color, music and



charm of a Disney film with the reality of Disneyland's excitement, personal involvement and special atmosphere, putting it out on wheels and taking it right to the American family in its own home town."

Every famous Disney creation, along with several new ones, will "come to life" for the presentation, according to Walker. Among the 135 stars on hand will be Mickey Mouse, Pluto, Goofy, Cinderella, Dumbo, Peter Pan, and Snow White and the Seven Dwarfs.

They will almost literally spring from the motion picture screen into real life action as "Cavalcade's" sequences unfold from a gigantic magic story book.

Performers will sing, dance and play the Disney tunes that have been popular favorites over the past four decades. Dazzling costumes will accompany massive, colorful settings, ranging from a full-size castle to a shimmering green-and-blue jungle.

During its 27-week first season, the show will travel to major indoor arenas, most with seating capacities of 5,000 or more.

NBC Domestic Enterprises will be responsible for the general administration and management of the project, under the direction of Robert Maxwell as general manager. 🐭

MINERAL KING

One of the few places in the United States offering uninterrupted ski runs as long as four miles, with a vertical drop of over 3,700 feet.

Family recreational facilities for use every day in the year, a completely self-contained village nestled in an alpine setting, and a sub-level automobile reception center that keeps cars out of sight and out of the valley are among the highlights of Walt Disney Productions' Master Plan for the development of Mineral King, California.

The alpine terrain of Mineral King, similar to the European Alps, is located in an area of approximately 20 square miles in the northern portion of Sequoia National Forest, 55 miles east of Visalia, California. Its valley floor, situated along the headwaters of the East Fork of the Kaweah River, is at an altitude of over 7,800 feet, nearly twice as high as Yosemite Valley and the same altitude as Aspen, Colorado.

Mineral King Valley, approximately two miles long, is surrounded by bold and rugged peaks reaching as high as 12,405 feet in altitude.

"Eight major basins in these mountains offer snow conditions among





Congressman Mathias (R) visits Disney studios for a report on Mineral King from Roy Disney and Robert Hicks, Project Manager (L).



During meeting held last January, M.R. James (R), Supervisor of Sequoia National Forest, signs Mineral King master plan presentation while E. Cardon Walker (L), Executive Vice President of Walt Disney Productions looks on.

the most dependable in North America, and provide ski terrain equivalent to six Squaw Valleys," said Robert B. Hicks, Mineral King Project Manager for the Disney organization.

"Mineral King is one of the few areas in the United States which offers uninterrupted ski runs as long as four miles, with a vertical drop of over 3,700 feet. Its slopes will accommodate skiers of all levels of competence, from beginner to expert."

Architecturally, the Village will present an "American-Alpine" style, created by the staff of WED Enterprises, Inc., the Disney design firm responsible for planning the Mineral King project.

"Buildings will be arranged so that each has its own individually-designed setting," said Hicks. "Although structures will appear to be placed in a random formation, their locations will be dictated by natural land contours and appropriate architectural relationships, which will contribute to scenic harmony, general eye appeal, and a logical mix of lodging units, food service facilities, and other accommodations."

In the Village will be hotels, apartments, "family" or group rooms, restaurants, small specialty shops, a conference center and indoor/outdoor recreation units.

In the first year of operation, 465 guest lodging units accommodating 1,505 persons are planned. Five years later, in fulfillment of the corporation's commitment under the development proposal, 1,030 units will be



Focal point in Walt Disney Productions' master plan for the development of Mineral King is this completely contained village nestled in an Alpine setting. Buildings are situated in pattern dictated by natural land contours and appropriate structural relationships.

available for a total of 3,310 guests. About 90 percent of these units will be in the moderate to medium-price brackets.

According to Hicks, "An electrically-powered cog-assist rail system is now planned for year-'round operation to carry guests between the sub-level automobile reception center and the main village, a mile and a quarter up the valley."

Elimination of noise and pollution, capacity and safety of operation

under all weather conditions were factors listed in the choice of this system.

The ski plan calls for first phase development to be concentrated in five bowls, all adjacent to each other and located on north facing slopes, to the south and west of Mineral King Valley.

Initial development is planned so that in Year 1 (Winter, 1973) ten lifts will provide access to three bowls — Mosquito, Eagle and White Chief —



The Disney organization provides complete elimination of the visitor automobile from the valley floor. A sub-level parking facility puts visitor vehicles under cover, while conforming strictly to the natural contours of the terrain. Mineral King is scheduled to open in Winter, 1973.

which may be skied from the top to the bottom by intermediate skiers.

Mosquito Bowl, one of the largest and longest intermediate ski areas in the United States, offers runs of nearly three miles and a vertical drop from 11,100 feet to 7,400 feet. It will qualify for all-weather skiing, since much of it is timbered or protected by high ridges surrounding the bowl.

By Year 5 (1978), Mineral Bowl and Farewell Canyon will be partly developed, and all five bowls will then be accessible to all skiers. A total of 22 lifts, a combination of chair lifts and gondolas, are planned by the fifth year of operation.

Facilities will accommodate at least 8,000 skiers, and any further development beyond Year 5 will be determined after careful study of operational experience and the aesthetic and ecological limitations of the valley.

"Although skiing will dominate the winter recreation program at Mineral King, a variety of activities has been planned in response to the considerable demand for snow play," continued Hicks. "Several areas will be developed specifically for such snow play activities as sledding, ski-bobbing, riding inner tubes and snow pans, and snow sculpturing. Among other facilities available to the winter visitor will be heated outdoor swimming pools, indoor and outdoor skating rinks, a ski jump amphitheater and trails for use by cross-country skiers, as well as summer hikers."

In the late spring, Mineral King is

transformed into a natural summer playground filled with beautiful mountain glades, limestone caverns, crystal lakes and waterfalls, pine forests and grassy meadows, all of which lend themselves to a summer program of hiking, camping, fishing and other warm weather activities. Twenty lakes are nestled in hanging valleys more than 1,000 feet above the main valley floor.

Hicks, noting that summer visitation is expected to exceed winter sports use, said that, "consistent with its original proposal, the Disney organization has developed an extensive summer recreational program

which will be based upon five major activities: fishing, picnicking, hiking, camping and an equestrian center.

"These recreational facilities will be planned and located so that they may be reached by transportation or walking from either the automobile reception center, the main village or the midway terminal of the gondola system."

In conclusion, Hicks stated that the goals of the Disney organization, working with the United States Forest Service will be "to meet the public need by developing an all-year recreational program consistent with the area's natural beauty." 🐻

Mineral King will be as different as summer and winter. Nearly 8,000 skiers will take part in winter activities while summer transforms Mineral King into a natural summer playground.



UNIVERSITY OF DISNEYLAND

"Spark"-ing the Sparkle

(ED NOTE—This is the conclusion of a two part series on how Disneyland personnel are selected and trained.)

There are 54 colleges in the Southern California area. Only one pays its students and teaches a course called "Walt Disney Traditions I."

Among its student body are prin-

cesses, pirates, spaceship pilots, street sweepers and mule skinnners.

The University of Disneyland is charged with developing the "show biz" talents of every Disneylander.

"I guess you might say we have more pixie dust than chalk dust at the 'U. of D.," says Michael Vance, "dean" of the University and one of its nine faculty members.

"It's up to us to spark the sparkle—to energize the flair for show—found in our people. And all of them do have it, or they wouldn't be here."

Vance goes on to point out that Disneyland, after all, is really a \$100 million, 70-acre stage. Its cast, then, must be endowed with the sincerity, warmth and consideration of good hosts and hostesses, along with the actor's spontaneity, wit and sense of the dramatic.

In carrying out its purpose, U.D.'s curriculum centers around three primary groups: new-employee orientation, "upper-class" re-orientation for permanent and temporarily-employed Disneylanders, and continuing on-the-job education in every department.

Before they go to work, new hosts and hostesses enroll in Walt Disney Traditions I—a complete orientation on the philosophy and history of Disney family entertainment.

Termed "attitudinizing" by the U.D. staff, this day-long seminar on the "Disneyland Way" begins with a cup of steaming coffee and soft music. Each of the 30 students in the class is given a name tag, learning from the beginning to call his co-workers by their first names, a Disney tradition which extends to the highest officers of the company.

Next comes a quiz on Disneyland. Without so much as a minute to cram for the exam, "students" are asked questions most often posed by guests:

"On what day and year did Disneyland open?" (July 17, 1955). "How many cars will the Disneyland parking lot hold at one time?" (12,000).

"What is the ratio of adults to children who visit Disneyland?" (Four adults to every child).

Vance explains that across-the-board failure to answer most of these questions is a remarkably effective equalizer. "Each knows he has as much to learn as the guy next to him."

Each learns he must become a

walking Disneyland encyclopedia once he is "on stage."

Attitudinizing continues through the use of 15 "flash" cards, individually designed by Disneyland artists, to illustrate the attitudes and actions (desired) of every "on-stage" Disneylander in presenting his role to our guests.

"Fundamentals of Disneyland English" is a most important course. Here students learn the Park's own language, one that is not only colorful, but fully meaningful.

Disneyland, for example, doesn't have "employees," only "hosts and hostesses" who tend to the myriad needs of its guests.

And "guests" they are. Those who visit Disneyland (9.4 million last year) are never referred to as "customers," "clients," or the like.

Among the University of Disneyland's student body, which numbers approximately 2,000 "freshmen" and 4,000 "upper-classmen" returnees, are those in the corporate management development program, designed to prepare persons for higher positions within the company.

Other major U.D. responsibilities include:

- assisting every department with improving personnel proficiency.

- supervising the educational reimbursement program, which returns portions of expenses to employees for education outside U.D.;

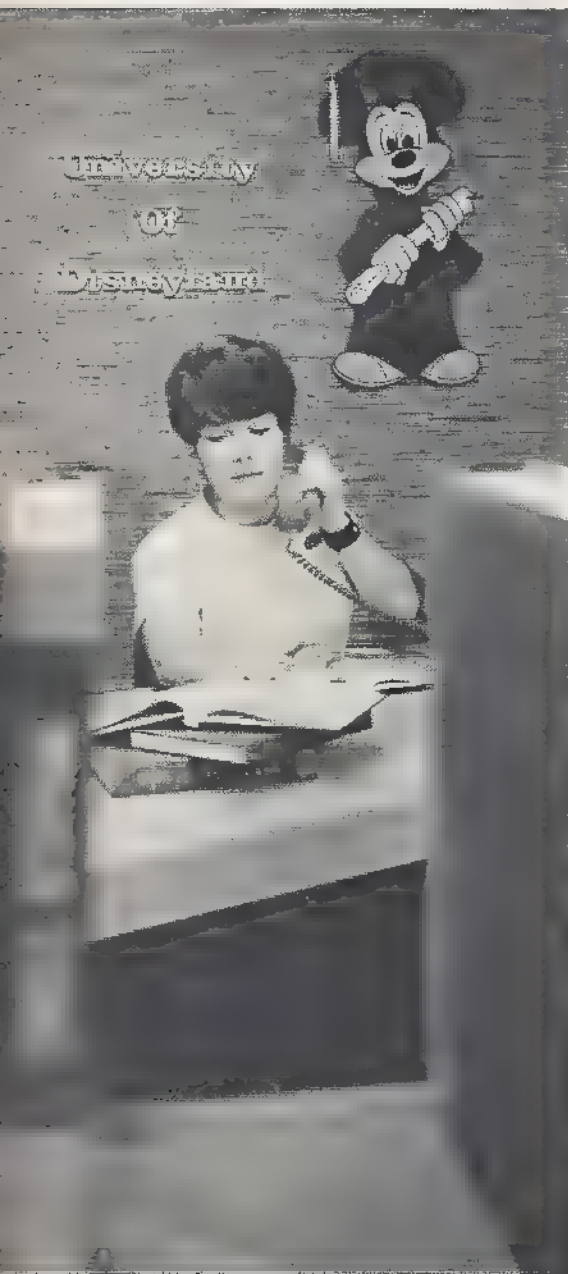
- orientation courses for non-Disneyland groups on Park developments and policies including, recently, the Anaheim Police Department.

- sponsoring film festivals to keep Park personnel up on Disney motion pictures and to illustrate the role earlier Disney films have played in the creation of Disneyland.

Since there were no facts, figures or techniques from outside sources which U.D. could borrow, the faculty wrote all 25 of its "textbooks."

The Disneyland alma mater, unlike some other colleges, has limited its efforts to achieving excellence in its unique academic areas. It has left the gathering of laurels on athletic fields to others.

"The University of Disneyland may not have a great football or basketball team, but one thing's certain: we've got the greatest 'cheer-leaders' in the world," said Vance. 🐻





MAY 25 - Part 3
"KILROY"

The wacky and wonderful misadventures of Oscar Kilroy the Brooklyn ex-patriot, who settles in the small town of Wilton Junction after being discharged from the Marine Corps.



JUNE 1 - Part 4
"KILROY"

Losing his job as town dog catcher after a series of wild schemes in behalf of his canine charges, Oscar Kilroy is given another go at the task by the town's mayor.



JUNE 8
"THREE TALL TALES"

Admiral Windwagon Smith and his coy young sweetheart, Molly Crum, are the hero and heroine of an Old West legend about a landlocked sailor who sail-powered a huge Conestoga-type wagon across the Kansas plains.



JUNE 15
"THE HORSE OF THE WEST"

Walt Disney outlines briefly the fine history of the quarter horse dating back to the settling of Virginia and the Carolinas.



JUNE 22 - Part 1
"ESCAPADE IN FLORENCE"

Tommy Carpenter, an American student studying in Florence, launches a two-part comedy adventure involving the Italian art world and underworld.



JUNE 29 - Part 2
"ESCAPADE IN FLORENCE"

Annette and Bruno share imprisonment in a dungeon cell where they are being held by notorious Florentine art thieves in part two of this comedy adventure.



JULY 13 - Part 1
"BOOMERANG—DOG OF MANY TALENTS"

A two-part adventure story about how a foot-loose wanderer and his dog get involved in a 100 mile turkey drive with 500 wild birds.



JULY 20 - Part 2
"BOOMERANG—DOG OF MANY TALENTS"

The conclusion of the adventures of a turkey-herding redboned hound that always returns to his master no matter how many times he is sold or traded.



JULY 27
"IN SHAPE WITH VON DRAKE"

Ludwig Von Drake tries a few unorthodox acrobatics on a chinning bar to encourage viewers to keep physically fit, in this hilarious production.



AUGUST 3 - Part 1
"THE TREASURE OF SAN BOSCO REEF"

A murder mystery set in a small Italian village, based on the exciting adventures of scuba diving and sunken treasure.



AUGUST 10 - Part 2
"THE TREASURE OF SAN BOSCO REEF"

The conclusion to the murder mystery which revolves around the reclamation of the centuries-old sunken treasure off the Italian coast.



AUGUST 17
"LITTLE DOG LOST"

The warm and touching story of a lonely and forlorn, maladjusted Welsh Corgi who is continually getting under foot.

LETTERS...

Each morning's mail is a small Matterhorn! And we're happy to hear from so many of you.

It occurs to us that some of the questions and answers will be interesting and helpful to all readers. So here goes with today's mail:

"Gentlemen: Enclosed is my check for subscription to the DISNEY NEWS. Also, please enroll me in the Magic Kingdom Club. When may I expect to receive my 1969 membership card?" F.P.H. San Francisco, California.

Subscribers to the DISNEY NEWS do not automatically become Club members at this time. To acquaint you with the Club rules... new Chapters may be established at any California organization or military base with an active recreation program and a minimum of 100 permanent personnel. If your organization does not offer membership in the Magic Kingdom Club you might ask your personnel Manager or Recreation Director to phone or write. There is absolutely no charge to you or to your employer.

"Dear Sirs: Kindly renew my Magic Kingdom Club membership. My old card has expired and I am enclosing it. Please rush." PKW, Alhambra, Calif.

Magic Kingdom Club membership cards are not issued on an individual basis at Disneyland. You should request a new 1969 card (it is blue) from the office where you obtained your original card.

"Dear Sirs: I have just come back from military duty overseas and I am excited about visiting Disneyland before I return to Quantico, Virginia. Please tell me what discount you offer to military personnel." Capt. C. G., Camp Pendleton.

Ticket books at a lower rate are offered to all servicemen in uniform. If you wish to be more comfortable and your C.O. will permit you to wear mufti, then pick up a Magic Kingdom Club membership card from your Special Services Officer. Cards are available at all California military bases. MKC membership entitles a serviceman AND his family to purchase special ticket books at a lower price.

"Dear Editor: I plan to bring my family to Disneyland this summer. I requested and received a Magic Kingdom Club card from my personnel office. I don't understand what the card entitles me to. What are the "exclusive values" as promised on the back of the card?" H.J., Santa Monica, Calif.

Your Magic Kingdom Club card is VALUABLE. It entitles you to:

- Cash savings on MKC ticket books at Disneyland's main gate.
- This summer, two extra coupons good for top rides in each book.
- Substantial cash savings on lodging and golf facilities at the Disneyland Hotel, if reservations are made directly with the hotel and membership card is presented upon registration.

Many thanks for your interest and excellent suggestions. If we haven't answered YOUR question, please let us hear from you.

Have a good Summer '69, and we hope to see you and your family here in Walt Disney's "Magic Kingdom."

Mill Culbright

CLUB MANAGER

Disneyland

SUMMER SEASON • 1969

MAGIC KINGDOM CLUB

SPECIAL 12-RIDE BOOK

	A 10c (1)	B 25c (1)	C 35c (3)	D 60c (3)	E 75c (4)	General Admission Ticket (1)	Box Office Price
ADULT							Value (\$9.70) \$4.50
JUNIOR (12 thru 17)							Value (\$9.05) \$4.00
CHILD (3 thru 11)							Value (\$6.90) \$3.50

NOT AVAILABLE TO THE GENERAL PUBLIC

Summer Special Ticket Books and Prices Effective
Through Sept. 7, 1969

PHONE: MAGIC KINGDOM CLUB HEADQUARTERS — EXTENSION 511

REGULAR TICKET BOOKS AND SPECIAL RATES FOR GROUPS OF 15 OR MORE

	A 10c (1)	B 25c (1)	C 35c (2)	D 60c (3)	E 75c (3)	General Admission Ticket (1)	Box Office Price	Price To Groups (15 or More)
10-RIDE TICKET BOOK								
ADULT							Value (\$8.60) \$4.75	\$4.27
JUNIOR (12 thru 17)							Value (\$7.95) \$4.25	\$3.82
CHILD (3 thru 11)							Value (\$5.90) \$3.75	\$3.37
15-RIDE TICKET BOOK								
ADULT	(1)	(2)	(3)	(4)	(5)	(1)	\$5.75	\$5.17
JUNIOR (12 thru 17)							\$5.25	\$4.72
CHILD (3 thru 11)							\$4.75	\$4.27

SPECIAL INFORMATION...

One leader to be given Free ADMISSION ONLY when accompanying group of 15 children and juniors purchasing ticket books (commercially-sponsored groups excepted).

Group Services Office MUST be contacted two days prior to the trip to Disneyland to confirm final arrangements.

On arrival, ONE PERSON must pick up the ticket books at the "Pre-Arranged Groups" window and distribute them to the group.

PHONE: GROUP SERVICES — EXTENSION 516

GENERAL ADMISSION ONLY

Entitles guests to admission to Disneyland, its free shows, exhibits, and entertainments, and to visit the four "lands" and Main Street.

ADULT	\$3.50
JUNIOR (12 thru 17)	\$2.50
CHILD (3 thru 11)	\$.75

SO THAT YOUNG PEOPLE may become better acquainted with one of the greatest figures in American History, all Disneyland visitors 17 years of age or under are invited to be Walt Disney's guests, to spend a few GREAT MOMENTS WITH MR. LINCOLN. A complimentary admission is included with each main entrance ticket, for Juniors and Children.

PRICES SUBJECT TO SEASONAL VARIATION

THE MAGIC KINGDOM CLUB CALENDAR

JUNE 1969

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 OPEN 9-10	2 OPEN 10-7	3 OPEN 10-7	4 OPEN 10-7	5 OPEN 10-7	6 OPEN 10-7 Grad Nite 11 PM — 5 AM	7 OPEN 9-1
8 OPEN 9-10	9 OPEN 9-10	10 OPEN 9-10	11 OPEN 9-10 Grad Nite 11 PM — 5 AM	12 OPEN 9-10 Grad Nite 11 PM — 5 AM	13 OPEN 9-10 Grad Nite 11 PM — 5 AM	14 OPEN 9-1
15 OPEN 9-10 Fathers Day	16 OPEN 9-10	17 OPEN 9-10	18 OPEN 9-10 Grad Nite 11 PM — 5 AM	19 OPEN 9-10 Grad Nite 11 PM — 5 AM	20 OPEN 9-10 Grad Nite 11 PM — 5 AM	21 OPEN 8-1
22 OPEN 8-12	23 OPEN 8-12	24 OPEN 8-12	25 OPEN 8-12	26 OPEN 8-12	27 OPEN 8-1	28 OPEN 8-1
29 OPEN 8-12	30 OPEN 8-12					

JULY 1969

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 OPEN 8-12	2 OPEN 8-12	3 OPEN 8-12	4 OPEN 8-1 Independence Day	5 OPEN 8-1
6 OPEN 8-12	7 OPEN 8-12	8 OPEN 8-12	9 OPEN 8-12	10 OPEN 8-12	11 OPEN 8-1	12 OPEN 8-1
13 OPEN 8-12	14 OPEN 8-12	15 OPEN 8-12	16 OPEN 8-12	17 OPEN 8-12	18 OPEN 8-1	19 OPEN 8-1
20 OPEN 8-12	21 OPEN 8-12	22 OPEN 8-12	23 OPEN 8-12	24 OPEN 8-12	25 OPEN 8-1	26 OPEN 8-1
27 OPEN 8-12	28 OPEN 8-12	29 OPEN 8-12	30 OPEN 8-12	31 OPEN 8-12		

AUGUST 1969

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 OPEN 8-1	2 OPEN 8-1
3 OPEN 8-12	4 OPEN 8-12	5 OPEN 8-12	6 OPEN 8-12	7 OPEN 8-12	8 OPEN 8-1	9 OPEN 8-1
10 OPEN 8-12	11 OPEN 8-12	12 OPEN 8-12	13 OPEN 8-12	14 OPEN 8-12	15 OPEN 8-1	16 OPEN 8-1
17 OPEN 8-12	18 OPEN 8-12	19 OPEN 8-12	20 OPEN 8-12	21 OPEN 8-12	22 OPEN 8-1	23 OPEN 8-1
24 OPEN 8-12 31 OPEN 8-1	25 OPEN 8-12	26 OPEN 8-12	27 OPEN 8-12	28 OPEN 8-12	29 OPEN 8-1	30 OPEN 8-1



The Love Bug



**Our star
the car**
is worth running into!